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1. A process comprised of an internet web-site with incentives to participate in the internet web-site activities, the improvement wherein such incentives are linked by formula to web-site performance, the benefit wherein the participants are motivated to improve web-site performance
2. The closure of claim 1 wherein said incentives are given in the form of stock ownership, the benefit wherein the incentives can be provided without cash expenditure
3. The closure of claim 1 wherein said incentives are linked by formula to web-site financial performance, the benefit wherein the participants have a direct measure of web-site performance
4. The closure of claim 1 wherein said incentives are linked by formula to web-site participation, the benefit wherein the participants are more directly motivated to solicit more participants
5. The closure of claim 1 wherein said web-site participants join groups of other participants; the benefit wherein the web-site appeals directly to the human desire to join groups
6. The closure of claim 5 wherein said participants join groups successively nested until all participants share common membership in at least one group; the benefit wherein all participants can be efficiently linked and made positively interdependent
7. The closure of claim 5 wherein said web-site has predetermined rules for group formation, the benefit wherein website business is conducted in an orderly fashion
8. The closure of claim 2 wherein said participants periodically rank the status of other web-site participants, the benefit wherein the web-site appeals directly to the human desire to gain status and wherein the participants are placed in a state of positive interdependence
9. The closure of claim 8 wherein the ranking is done hierarchically,

10. The closure of claim 9 wherein the hierarchical ranking provides each ranked participant with a unique rank; the benefit wherein that no two participants can be given the same rank
11. The closure of claim 8 wherein said participants perform rankings at least every month, the benefit wherein the participants are motivated to visit the web-site at least monthly
12. The closure of claim 8 wherein said participants perform rankings at least every two weeks, the benefit wherein the participants are motivated to visit the web-site at least every two weeks
13. The closure of claim 8 wherein said participants perform rankings at least every week, the benefit wherein the participants are motivated to visit the web-site at least every week
14. The closure of claim 8 wherein said participants perform rankings daily, the benefit wherein the participants are motivated to visit the web-site daily
15. The closure of claim 8 whereby participants receive rewards in return for submitting comparative rankings, the benefit wherein the participants are motivated to submit said comparative rankings
16. The closure of claim 15 whereby participants receive corporate stock ownership in the internet web-site corporation in return for submitting rankings, the benefit wherein cash is not required, participant's ownership of the web-site and participant is further motivated to help the web-site succeed
17. The closure of claim 8 wherein the web-site calculates an average rank for each participant by averaging the current rankings of all participants of said participant each time a new ranking is submitted by any participant of the said participant,
18. The closure of claim 17 wherein the web-site calculates a unique, hierarchical status rank for each participant by using a rule to settle ties; the benefit whereby no two members may be given an equal hierarchical rank thus maximizing motivation to gain status
19. The closure of claim 17 wherein the web-site provides each participant with access to a report of the ranked status of said participant each time a new ranking is submitted

- by any participant ranking said participant; the benefit wherein stimulates participants to visit the web-site frequently to view potential changes in said participant's status
20. The closure of claim 17 wherein the web-site provides each participant with a report of the ranked status of said participant at the end of each ranking period
 21. The closure of claim 8 wherein the web-site provides a means for participants to enter comments along with each ranking, the benefit wherein said comments provide understanding as to the basis for the rank given, motivate the participant being ranked to visit the web-site to read such comments further developing the web-site sense of community
 22. The closure of claim 21 wherein the web-site process provides each participant with a report of the comments associated with each entered ranking of the participant
 23. The closure of claim 17 wherein rewards are provided to each participant as a function by formula of the ranked status of said participant; the benefit wherein that participants are motivated to undertake activities, behaviors and value creation to improve said status
 24. The closure of claim 23 wherein said rewards are a function of ranked status of said participant and web-site performance the benefit wherein the participant is incented to pursue status improvement activities which align with and improve web-site performance
 25. The closure of claim 24 wherein such incentives are linked by formula to the calculated value of the web-site corporation, the benefit wherein the incentives are more precisely defined for purposes of motivating web-site participants
 26. The closure of claim 23 wherein said rewards are comprised of stock ownership in said internet web-site corporation, the benefit wherein the rewards do not require cash outlay
 27. The closure of claim 23 wherein said rewards are a function of the ranked status of said participant and of the performance of the group of which said participant is a member, the benefit wherein the reward reinforces team identity and motivation to improve team performance and ranking

28. The closure of claim 2 wherein said participants periodically rank the status of other groups composed of participants in the web-site
29. The closure of claim 28 wherein the ranking is done hierarchically,
30. The closure of claim 29 wherein said ranking provides each ranked group with a unique hierarchical rank, the benefit wherein that no two groups can be ranked at the same level thus maximizing the motivated behavior to gain status
31. The closure of claim 28 wherein said participants perform rankings at least once every month, the benefit wherein participants are motivated to visit the web-site monthly to review group rankings, group identity is reinforced and motivation to improve group ranking is enhanced
32. The closure of claim 28 wherein said participants perform rankings at least once every two weeks
33. The closure of claim 28 wherein said participants perform rankings at least once every week
34. The closure of claim 28 wherein said participants perform rankings daily
35. The closure of claim 28 wherein said participants may perform rankings as frequently as they desire
36. The closure of claim 28 wherein the web-site provides a means for participants to enter comments along with each ranking wherein said comments may provide understanding as to the basis for the rank given; wherein the benefit provides for information developing the web-site community culture
37. The closure of claim 28 whereby participants are motivated to submit rankings by receiving rewards in return for submitting rankings
38. The closure of claim 37 whereby participants are motivate to submit rankings by receiving stock ownership in the internet web-site corporation in return for submitting rankings.
39. The closure of claim 36 wherein the web-site process provides each participant with a report of the comments associated with each entered ranking of every group of which the participant is a member

40. The closure of claim 39 wherein the web-site process provides each participant with access to a report of the comments associated with each entered ranking of every group of which the participant is a member each time a new ranking of said group is submitted by any participant in the web-site process
41. The closure of claim 8 wherein the web-site calculates an average rank for each group by averaging the current rankings of all participants of said group each time a new ranking is submitted by any participant of the said group,
42. The closure of claim 41 wherein the web-site calculates a unique, hierarchical status rank for each group by using a rule to settle ties; the benefit whereby no two group
43. The closure of claim 41 wherein the web-site provides each participant with a report with the ranked status of all web-site groups of which said participant is a member
44. The closure of claim 43 wherein rewards are provided to each participant by formula as a function of the ranked status of the groups of which said participant is a member
45. The closure of claim 44 wherein said rewards provided to each participant are a function of the ranked status of said participant and the ranked status of the groups of which said participant is a member.
46. The closure of claim 44 wherein said rewards are comprised of stock ownership in said internet web site corporation
47. The closure of claim 44 wherein said rewards provided to each participant are a function of the ranked status of said participant and the ranked status of the groups of which said participant is a member and the web-site performance
48. The closure of claim 44 wherein the rewards are a function of the performance of the web-site group of which said participant is a member
49. The closure of claim 48 wherein said performance is a function of group membership
50. The closure of claim 44 wherein said performance is a function of the financial performance of said group of which said participant is a member

51. The closure of claim 44 wherein such incentives are linked by formula to calculated value of the web-site corporation set up for purposes of providing incentives to web-site participants
52. The closure of claim 8 wherein participants are promoted from groups based on a predetermined rule, wherein participants are pooled into new groups after being successively promoted from prior groups with said promotion by predetermined rule,
53. The closure of claim 52 wherein said promotions continue successively according to predetermined rules
54. The closure of claim 53 whereby participants are motivated to participate by receiving stock in return for submitting comparative rankings of groups of fellow participants.